

EOEA Sustainable Design Roundtable

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Vision & Leadership Work Group - Interim Report to Steering Committee

Work Group Topics

Work Group Members:

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CLF????

CURRENT KNOWLEDGE BASE

A. Identify and tap into Existing Resources / Network

- 1) USGBC
- 2) LEED
- 3) Green Roundtable
- 4) City of Boston Taskforce
- 5) other states (benchmarking our "competitors")
 - a) leaders? Programs? Policies? Initiatives? Exec. Orders? Implementation plans/

B. Work Group Goals

- 1) Integrate / Coordinate / Communicate
- 2) Provide Leaders with "Big Picture" vision plus links to resources
- 3) Learn & Leapfrog!!!!

SCOPE of PROBLEM

A. Key Issues

- 1) How do we make sustainable design a prevailing mindset by 2020?
- 2) How do we make sustainable design a passionate, inclusive movement?
- 3) How are we really doing? (Kyoto / climate change / water / quality of life)
- 4) Are we "missing the boat" relative to other states? highlight success of other states
- 5) need for coordinated high-level VISION
- 6) need to get state agencies to take role of leader / motivator
- 7) differentiate between new vs. renovation, public vs. private

B. Barriers

- 1) sustainable design must transcend politics - must shift leaders' value systems
- 2) sustainable design could be another regulatory burden lessening competitiveness
- 3) overcoming bureaucratic inertia
- 4) lack of knowledge of what has been done to date (ie. What resources are available?)
- 5) lack of people willing to step out as leaders / champions
- 6) lack of coordination sends mixed message (no commonly accepted Green vocab.)

POTENTIAL SOLUTIONS

A. "Push" Solutions (top - down)

- 1) give Sustainable Design Guidelines "teeth" by expanding MEPA Review Criteria
- 2) departmental policy statements / legislation (ie. Jefford) / executive orders
- 3) fund prototyping / case studies / demonstration projects (ie. MHPS for schools)
- 4) integrate Sustainable Design with "Smart Growth" initiative

B. "Pull" Solutions (bottom - up)

- 1) tie state assistance to Sustainable Design Guidelines
- 2) incentives / tax credits /
- 3) host USGBC Conference here to increase visibility and bring leaders
- 4) can Massachusetts help set favorable Sustainable Design policies at federal level?
- 5) State sponsorship of N.E.S.E.A. events

C. Market what's been done and what is currently going on

- 1) pull together existing data & resources into one easily accessible place & publicize
- 2) identify potential leaders and cultivate them to be Sustainable Design advocates
- 3) work with State leaders to create a Vision Statement and then talk it up
- 4) WGBH "Documentary" of Sustainable Design in Massachusetts
- 5) joint educational seminars (USGBC, GRT, BSA)
- 6) promote Vendor "fairs" to disseminate information about state-of-the-art

PROCESS PATH FORWARD	<ol style="list-style-type: none">1) interface with other Work Groups to make all SDRT deliverables "Leader - friendly"2) Need "elevator speech" for Sustainable Design to serve as "sound bites" for leaders3) Focus on Vision Statement4) Focus on Leadership (Political / Legislative / Financial / Technical / Communication)5) See attached "Roadmap"
VISION STATEMENT	<p>A. "Given..."</p> <ol style="list-style-type: none">1) Commonwealth has an annual budget for Construction & Renovations - "green" it2) Commonwealth has an annual budget for Operations & Maintenance - "green" it3) Only half of the facilities needed by the year 2040 have been built by 20054) buildings have a huge impact on environmental and human health5) Commonwealth is a natural leader through funding and legislation6) Sustainable Design is a companion of "Smart Growth" <p>B. "We shall be....."</p> <ol style="list-style-type: none">1) a change agent to promote SD as a vital part of our everyday culture / mindset2) a national leader in Sustainable Design3) a model for others to follow4) a mechanism to demonstrate how to find and implement SD practices5) a forum for communication among all stakeholders6) an integrator of SD techniques and strategies into other State initiatives <p>C. "The desired outcomes would be....."</p> <ol style="list-style-type: none">1) Sustainable Design becomes the new norm2) better health3) improved environment4) minimize consumption of precious resources5) more efficient use of economic resources (reduce cost of operating state buildings)6) enhance economic competitiveness (retain talented people / cheaper to operate)7) higher productivity <p>D. Motivations</p> <ol style="list-style-type: none">1) " do the right thing"2) be a leader - not a follower nationally3) certification = prestige4) save money5) have less impact on environment6) improve employee health7) cleaner development enhances tourism
EXTERNAL RESEARCH ASSISTANCE REQUIRED	<ol style="list-style-type: none">1) "Benchmark our Competitors" through compilation of other states' programs2) compile list of other states' leaders (how they found them, what they did)3) Questionnaire / Survey of public and private leaders to establish SD visibility4) Where is Massachusetts today?<ol style="list-style-type: none">a) programsb) peoplec) resourcesc) initiatives5) what is the State's hierarchy for Sustainable Design?6) understand federal opportunities / resources